

MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Celebrate Mansfield Festival Subcommittee
Monday, August 15, 2016
5:00 PM

Minutes

Present: Kim Bova, Rick Brosseau, Janine Callahan, and Betsy Paterson

Guest: Alicia Benson

Staff: Cynthia van Zelm

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:07 PM.

2. Public comment

There was no public comment.

3. Approve Minutes from August 1, 2016

Rick Brosseau moved to approve the minutes as presented. Janine Callahan seconded the motion. The minutes were approved.

4. Updates from committee members

Activities – Cynthia van Zelm provided a report from Kathleen Paterson on activities. There are several new businesses participating (both new to town and new to the event).

Entertainment/Music – Kim Bova said she has not heard back from Tammy Glaeser, E.O. Smith art teacher, but will follow-up again.

The Committee would like to see if the Second Stage could be filled from 3:30 pm to 4:00 pm but nothing shorter than 20 minutes.

Food – Ms. Callahan said she has commitments from Altnaveigh, Domino's, Lizzie's, Maharaja, and Starbucks. She is continuing to follow-up with businesses.

Parade – Ms. van Zelm said the CDOT permit to close the road for the parade has been received.

Mr. Brosseau said that Bob Bloom will not be able to participate with his drums. Mille Brosseau is following up with another fife and drum group.

Mr. Brosseau will ask Ms. Brosseau to follow-up with an e-mail to the group with updates on the parade.

Sponsors – Ms. van Zelm said \$13,150 has been received in sponsorships with \$5,500 due to be received. The budget for sponsorships will be reached.

Volunteers – Ms. van Zelm went over who is committed to be Area Captains and to volunteer at the HQ table. She asked for other suggestions for the HQ table. Ms. Callahan said Julia Callahan may be able to help if she is not working with food vendors.

5. Review Master Event List

The Committee reviewed the master event list. There were no further changes.

6. Review Master Event Schedule

The Committee reviewed the master event schedule. There were no changes on the master event schedule.

Mr. Brosseau said he would deliver the signs the day of the Festival.

6. New activities, attractions, and other suggestions

Ms. van Zelm asked the Committee if they wanted green shirts this year (instead of pink). **The Committee agreed that they would like to have green shirts for Committee members and for Area Captains.**

The Committee would like to see additional signage done for the Festival site to show the schedule and maps of where particular areas, such as the children's area, are located. Mr. Brosseau asked if balloons could be put on the signs to make them more visible.

Mr. Brosseau said he is not selling pumpkins or mums this year but could order from a vendor and pick-up for the Festival if needed. **Ms. van Zelm will discuss with Ms. Kathleen Paterson on how to proceed.**

7. Adjourn

The meeting adjourned at 5:50 PM.

Minutes by Cynthia van Zelm